

What is claimed is:

1. An advertisement display for placement within a printed publication, said display comprising:  
  
a plurality of panels, each of said panels having at least one edge thereon, wherein a first panel, among said plurality of panels and attached to said printed publication, is coupled to at least one second panel among said plurality of panels along at least one edge of said first panel, such that said second panel is configured to be folded onto said first panel along said edge.
2. The advertisement display as claimed in claim 1, further comprising a third panel coupled to at least one edge of said second panel, wherein said third panel is configured to be folded onto said second panel before said second panel is folded onto said first panel.
3. The advertisement display as claimed in claim 1, further comprising a fourth panel coupled to a second edge of said first panel, wherein said fourth panel is configured to be folded onto said first panel before said second panel is folded onto said first panel.
5. The advertisement display as claimed in claim 1, wherein the coupling between said panels is formed along a solidly formed edge.
6. The advertisement display as claimed in claim 1, wherein the coupling between

said panels is formed along a perforated edge.

7. The advertisement display as claimed in claim 6, wherein said panels contain individual advertisements designed to be removed independently from one another.

8. The advertisement display as claimed in claim 7, wherein said individual advertisement designs are any one of coupons, business cards, product samples, a mailer for return mailing, and a list of store locations.

9. The advertisement display as claimed in claim 1, wherein said panels are constructed of a two-ply material forming first and second sides of each panel, such that each side of said panels displays different advertising material.

10. The advertisement display as claimed in claim 1, wherein said first and second panels each maintain images, that when combined, form a larger single image.

11. The advertisement display as claimed in claim 9, where said second sides of said first and second panels each maintain separate images, such that when said first and second panels are folded said second sides of said panels combine to form a larger single image.

12. An advertisement display for placement within a printed publication, said display comprising:

a plurality of pages with at least one page having an image displayed thereon;  
and

a plurality of panels, each of said panels having at least one edge thereon,  
wherein a first panel, among said plurality of panels, and attached to said page with a printed image thereon, is coupled to at least one second panel among said plurality of panels along at least one edge of said first panel, such that said second panel is configured to be folded onto said first panel along said edge, and wherein said first and second panels further having images thereon that correspond to the image printed on said page.

13. The advertisement display as claimed in claim 12, wherein when said printed panels are folded over the image on said page, said image on said page is altered.

14. The advertisement display as claimed in claim 12, wherein when said printed panels are folded over the image on said page, said image on said page remains the same.

15. The advertisement display as claimed in claim 12, further comprising a third panel coupled to at least one edge of said second panel, wherein said third panel is configured to be folded onto said second panel before said second panel is folded onto said first panel.

16. The advertisement display as claimed in claim 12, further comprising a fourth panel coupled to a second edge of said first panel, wherein said fourth panel is configured to be folded onto said first panel before said second panel is folded onto said first panel.

17. The advertisement display as claimed in claim 12, wherein the coupling between said panels is formed along a solidly formed edge.

18. The advertisement display as claimed in claim 12, wherein the coupling between said panels is formed along a perforated edge.

19. The advertisement display as claimed in claim 12, wherein said panels contain individual advertisements designed to be removed independently from one another.

20. The advertisement display as claimed in claim 19, wherein said individual advertisement designs are any one of coupons, business cards, product samples, a mailer for return mailing, and a list of store locations.